LEO BURNETT U.S.A.
AD# BUC177-83 REQ#: M19823 "SQUEEZE THE MOST" PAGE 4/C (9-3/4 X 11-1/2) SUNDAY SUPPLEMENTS, 1990

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Full rich flavor, not full price.

Available in Kings & Kings Lights

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

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MNr's suggested retail price

Kings Lights: 10 mg "tar," 0.7 mg nicotine – Kings: 14 mg "tar," 1.0 mg nicotine av. per cigarette by FTC method.

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